



GIBBS & SOELL, INC.  
PUBLIC RELATIONS

Tel: 212 697 2600  
Fax: 212 697 2646

Chicago  
Raleigh  
Zurich

60 East 42nd Street  
44th Floor  
New York, NY 10165

[www.gibbs-soell.com](http://www.gibbs-soell.com)

## INVESTMENT PROGRAM ASSOCIATION ENGAGES GIBBS & SOELL PUBLIC RELATIONS AS AGENCY OF RECORD

### Key Messages:

- The Investment Program Association (IPA) is the leading advocate for the inclusion of direct investments in a diversified investment portfolio.
- Gibbs & Soell is the eighth largest independent public relations firm and among the top 15 firms in the professional services category in the United States (*O'Dwyer's* 2010 PR Agency Report).
- IPA has engaged Gibbs & Soell as its public relations agency of record as it heightens efforts to communicate the unique benefits of direct investments.

**New York, November 2, 2010** – The [Investment Program Association](#) (IPA) has engaged [Gibbs & Soell Public Relations](#) as its agency of record as it heightens efforts to communicate the unique benefits of direct investments, such as non-traded real estate investment trusts (REITs), equipment leasing partnerships, oil and gas programs, and managed futures, which are held directly by an investor.

Based in Ellicott City, Md., IPA was formed in 1985 to provide the direct investment industry with effective national leadership. IPA is composed of more than 100 direct investment product sponsors, broker-dealers and direct investment service providers. Participants in the broader direct investment industry generally include real estate, oil and natural gas, equipment programs, and managed futures funds, as well as those who share a commonality of interest in the fields of law, accounting, banking, and at broker-dealer firms.

“IPA will rely on Gibbs & Soell for its strategic guidance and impressive depth of experience providing communications results for professional services firms and associations,” said IPA Executive Director Kevin Hogan. “In today’s volatile market there is no better time to diversify a portfolio using direct investments. As such, the agency will focus on helping strengthen IPA’s position as the authoritative voice of the direct investment industry.”

“We are eager to put our communications expertise and creative ideas to work for IPA starting with our involvement in its annual fall conference, which this year marks the association’s 25<sup>th</sup> anniversary,” stated Cos Mallozzi, CEO of Gibbs & Soell. “We are proud to have the opportunity to help IPA build an even stronger reputation and community that can endure for many more years.”

Gibbs & Soell is the eighth largest independent PR agency in the United States and among the top 15 firms in the [professional services](#) category, both according to *O'Dwyer's* 2010 PR Agency Report.

Gibbs & Soell offers [communications expertise](#) in advanced manufacturing and energy, agribusiness and food, consumer lifestyle and building solutions, professional services, greentech and sustainability, and

technology and general science. The firm's **portfolio of services** includes corporate communications, marketing communications, event marketing, digital and social media, leadership positioning, employee communications, communications training, and communications research and evaluation.

About Investment Program Association:

Based in Ellicott City, Md., the Investment Program Association (IPA) was formed in 1985 to provide the direct investment industry with effective national leadership. Over the years, the IPA has successfully championed the growth of these investment products which have increased in popularity with financial professionals and investors alike. Today, the IPA is the leading advocate for the inclusion of direct investments in a diversified investment portfolio. The mission of the IPA is to advance the unique benefits of direct investments. The fall conference, entitled "Creating A New Tomorrow," will be held Nov. 3-4 in Dallas. For more information, please visit [www.ipa.com](http://www.ipa.com).

About Gibbs & Soell:

Founded in 1971, Gibbs & Soell is the eighth largest **independent public relations agency** in the United States (*O'Dwyer's* 2010 PR Agency Report). **Headquartered in New York City**, G&S has full-service offices in Chicago, Raleigh, N.C., and Zurich, Switzerland. The **G&S global network** includes Cosmo PR in Tokyo, Inhere Communications in Beijing and Shanghai, and the Public Relations Organisation International partnership. For more information, please visit [www.gibbs-soell.com](http://www.gibbs-soell.com).

CONTACT: Mary C. Buhay  
Gibbs & Soell, Inc.  
(212) 697-2600  
[mbuhay@gibbs-soell.com](mailto:mbuhay@gibbs-soell.com)

###